Scenario Setup Guide

Content Recommendations

Recombee

Content recommendations

We are providing you with a detailed guide to the most commonly used scenarios for different parts of your website. Each scenario section includes an informative description and instructions on how it can be set up to get the most out of smart personalization with Recombee.

The mentioned scenarios can be used for all sorts of content recommendations, e.g. videos, movies, articles, music, or podcasts.

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How Recombee Works

Data Input

Our advanced recommendation engine solution analyzes two main types of data: **Attributes** (product catalog information, user attributes) and **Interactions** (your user's behavior and interaction history) producing real-time one-on-one recommendations applicable to each part of your customer journey.

Scenario Setup

The particular place across your customer journey where you show recommendations (e.g. recommendation box) is called **Scenario.**

Recommendations Type, **Recommendation Logic**, and also optionally **Business Rules** (filters & boosters) are used to specify the behavior of the models for each Scenario.

Where to Use

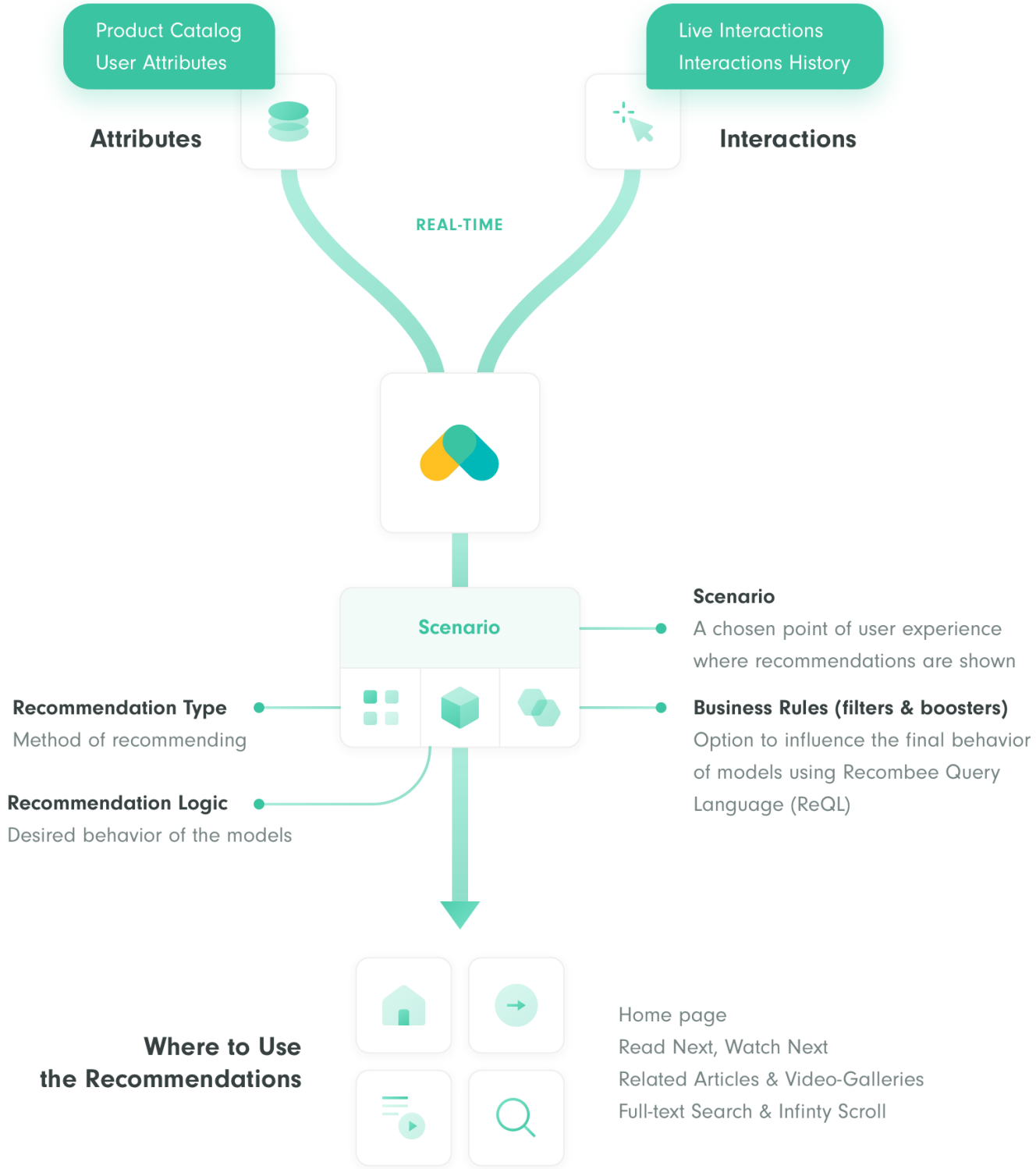
Aligning personalization to your user experience road map, you can apply recommendations across an array of touchpoints. These include **Homepage, Read Next/Watch Next,** or **Full-text Search.**

Fully set recommendations help your visitors find what they are looking for, saving time, increasing customer satisfaction, and decreasing churn, while improving your conversion rates (e.g. increasing the subscription base).

How to Start

1. Integrate your catalog and start sending us your live interactions using the guidance provided in our documentation.
2. Choose which scenarios you want to utilize. For the fastest results, we recommend starting with one of the following basic scenarios:
    a. **Movie/Article/Song Detail Page - Related Movies/Articles/Songs**
    b. **Homepage - Top Picks for You**
    c. **Full-Text Search Personalization**
3. Use this handbook or documentation for information on how to set up chosen scenarios.

Enjoy your personalization journey!


Product Catalog
User Attributes
Attributes
Live Interactions
Interactions History
Interactions
REAL-TIME
Scenario
Scenario
A chosen point of user experience where recommendations are shown
Recommendation Type
Method of recommending
Business Rules (filters & boosters)
Option to influence the final behavior of models using Recombee Query Language (ReQL)
Recommendation Logic
Desired behavior of the models
Where to Use the Recommendations
Home page
Read Next, Watch Next
Related Articles & Video-Galleries
Full-text Search & Infinty Scroll

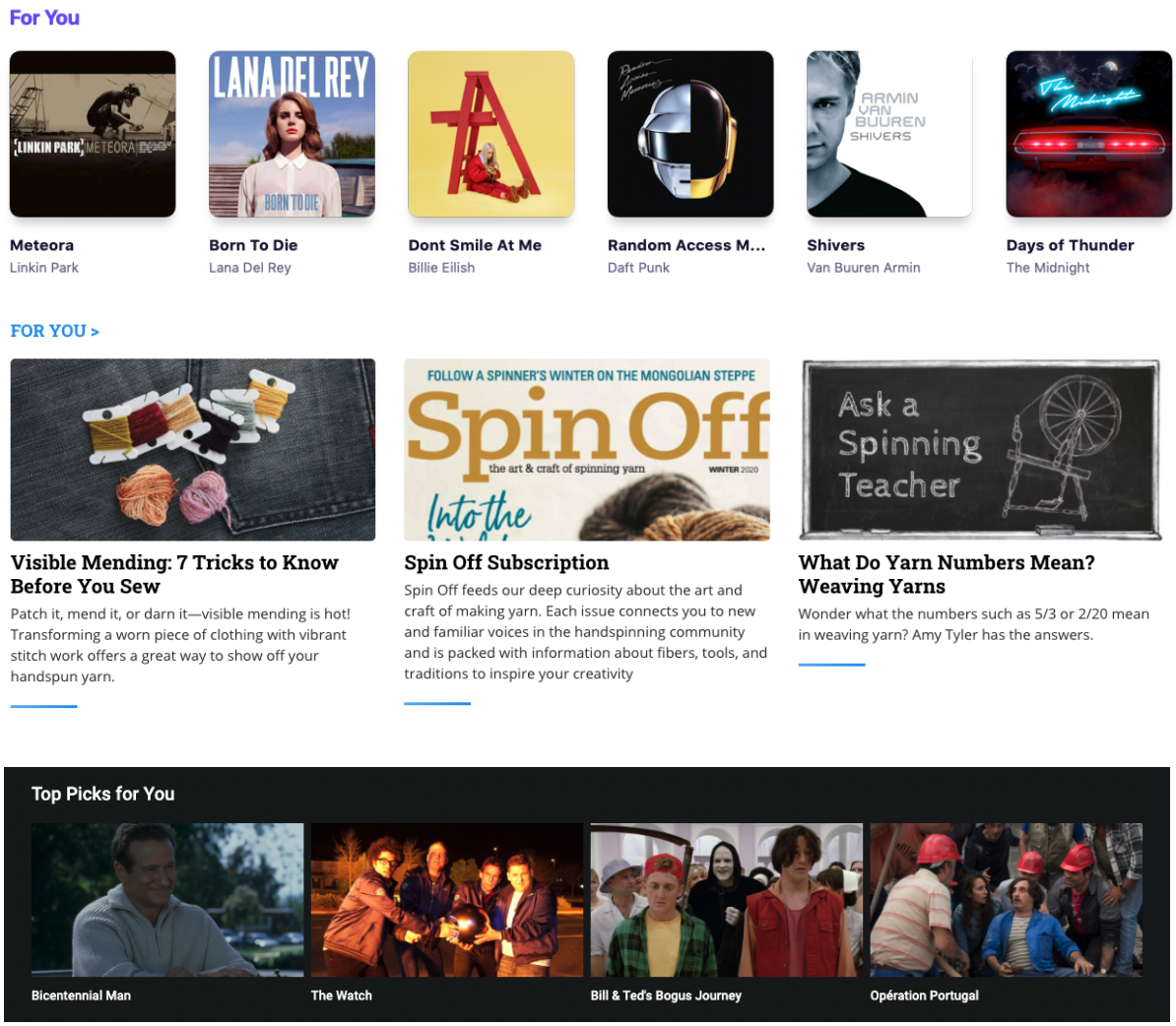
Scenario Set-up

Please note: All given scenario names are designed to better express their model behavior. The actual scenario names can be altered based on your preferences.

Homepage

Top Picks For You

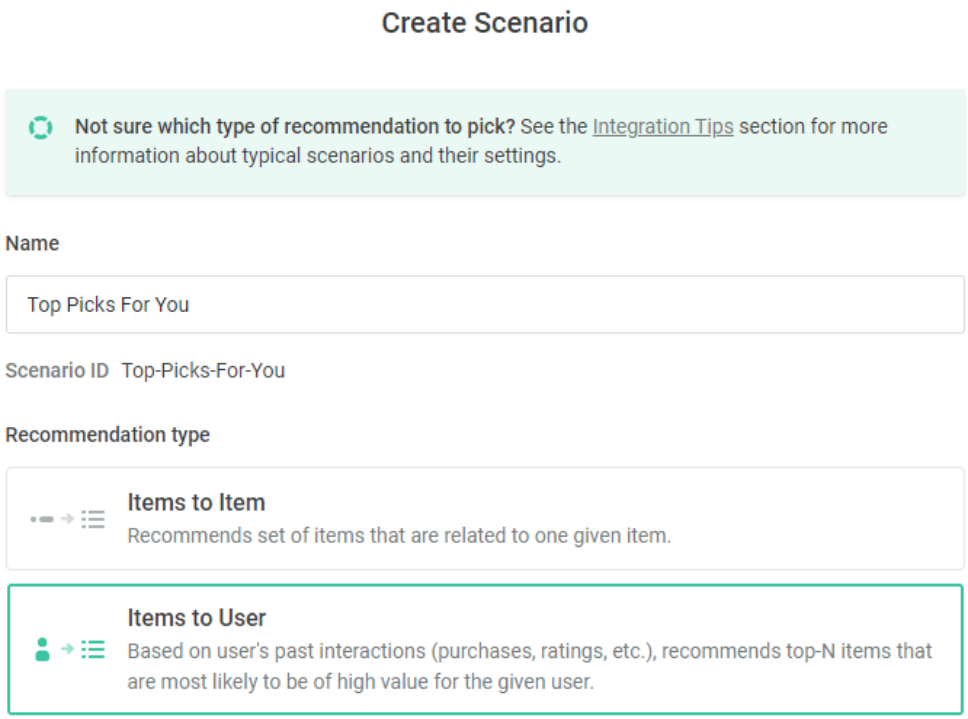
The “Top Picks For You” scenario recommends movies, articles, music, or other content that the user is most likely to be interested in. It is based on the user’s previous interactions on the site.



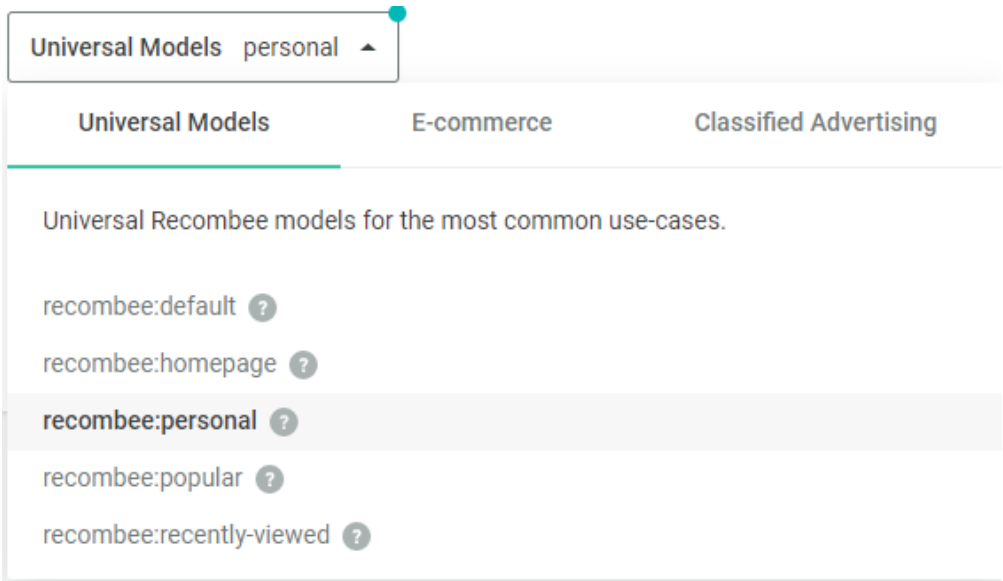
Extra Tip: *We recommend starting with this scenario when applying recommendations on the homepage. Having a high number of interactions would definitely help the performance.*

Two-Step Set-up in Admin User Interface

1. **Create scenario:** Name your recommendation scenario. You can name it like us “Top Picks For You” or choose your own label. Then select **Items to User** in the recommendation type.

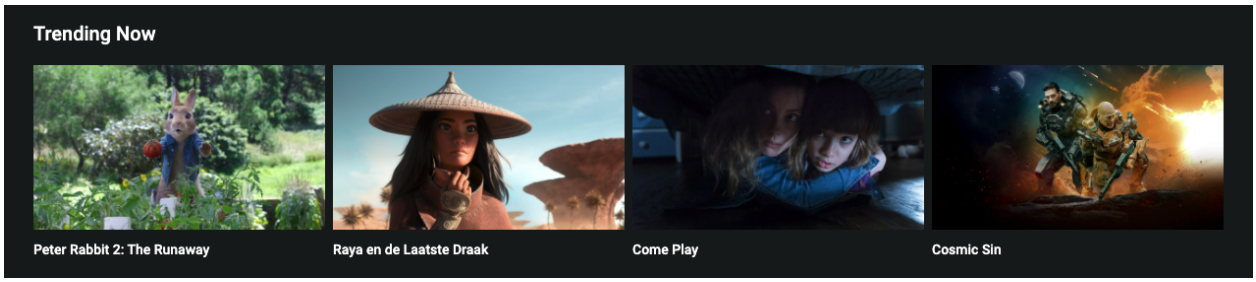


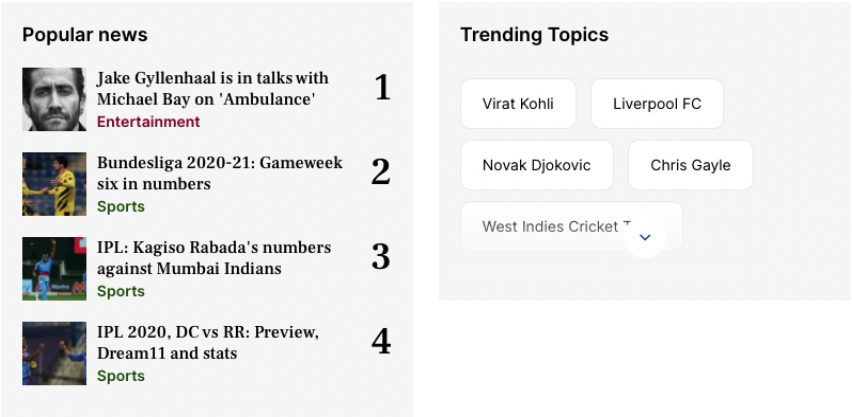
2. **Set logic to define the behavior of the scenario**: select *recombee:personal* Logic from the Universal Models.

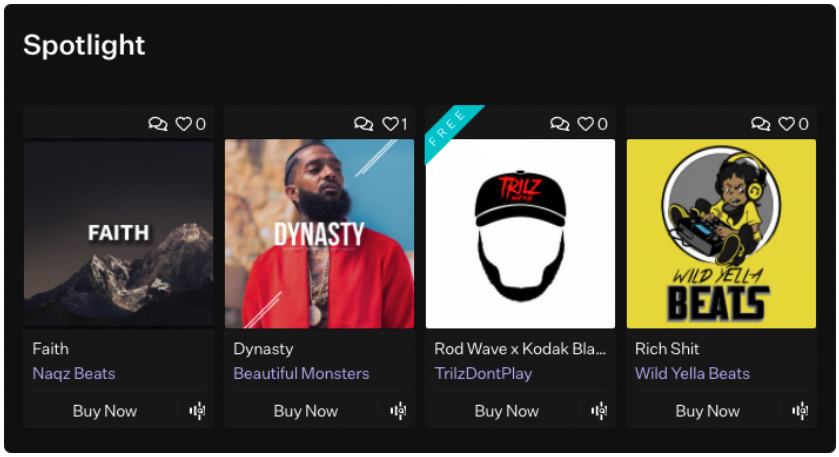


Trending Now

The “Trending Now” scenario recommends movies, articles, music, and other content that is recently globally popular amongst other visitors and highly interacted with. This scenario is used to promote currently popular content.



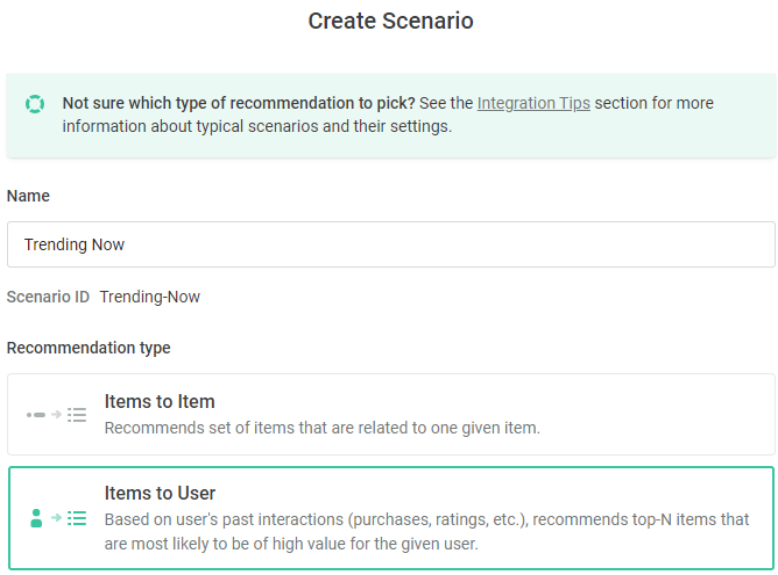




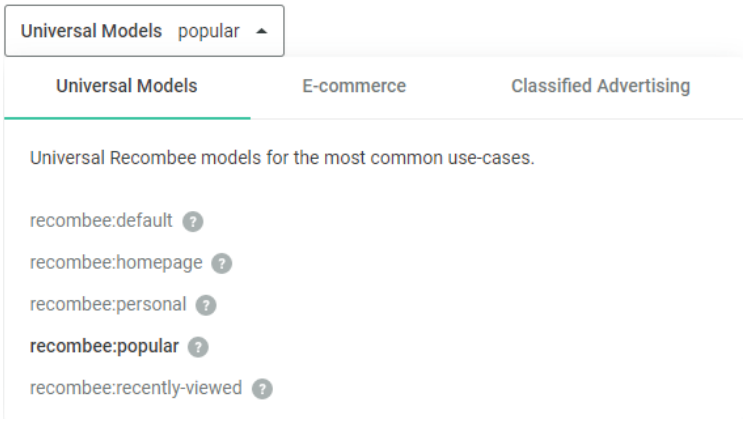
Extra Tip: *Other variants such as Trending In Your Country or Trending In A Genre can be also easily modeled.*

Three-Step Set-up in Admin User Interface

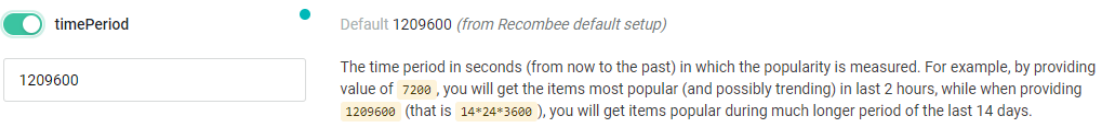
1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.



2. **Set logic to define the behavior of the scenario**: select *recombee:popular* Logic from the Universal Models.

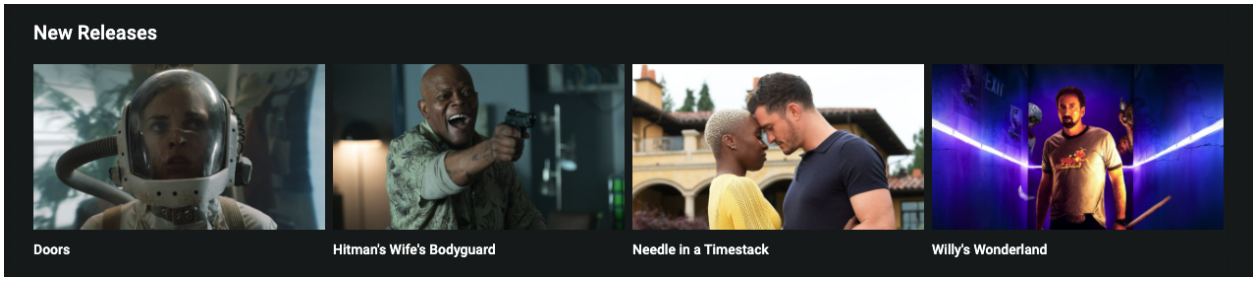


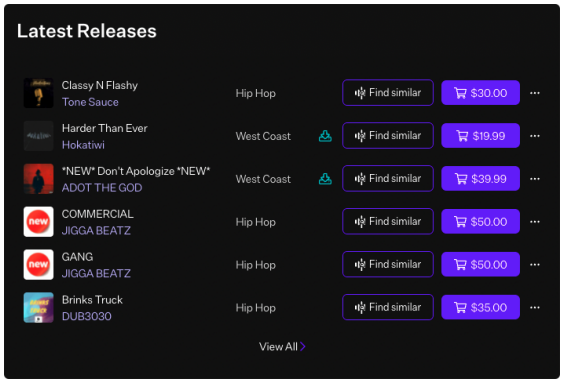
3. **Set timePeriod parameter** to two weeks (can be altered). That way, it would recommend popular content in the past two weeks.

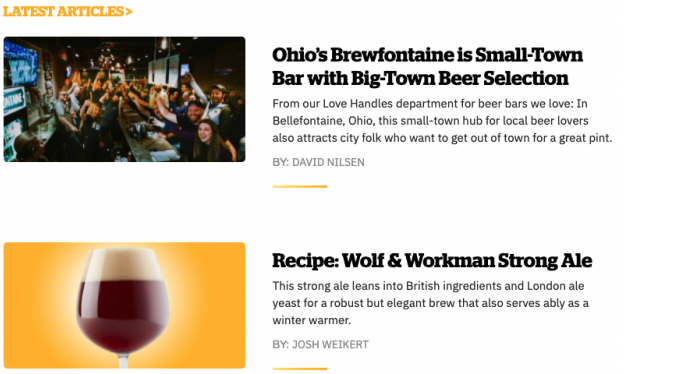


New Releases

The “New Releases” scenario recommends movies, articles, music, or other content that has been recently released and is a good fit for the user.

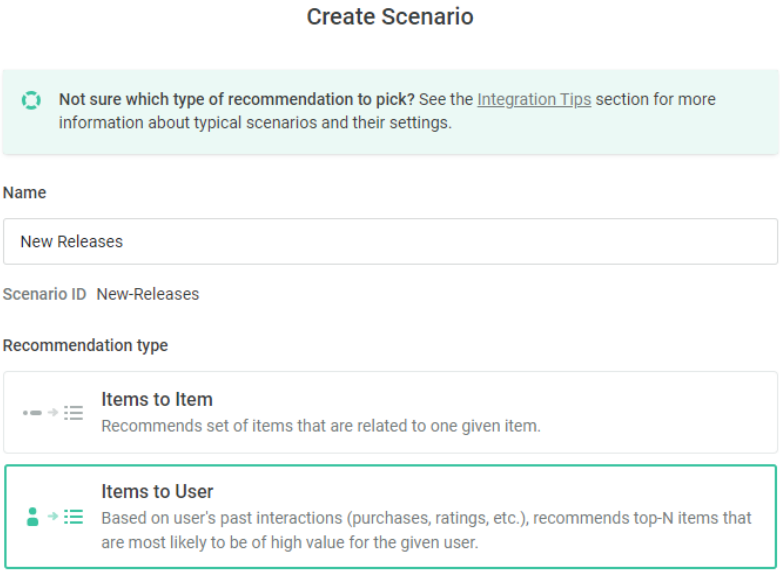




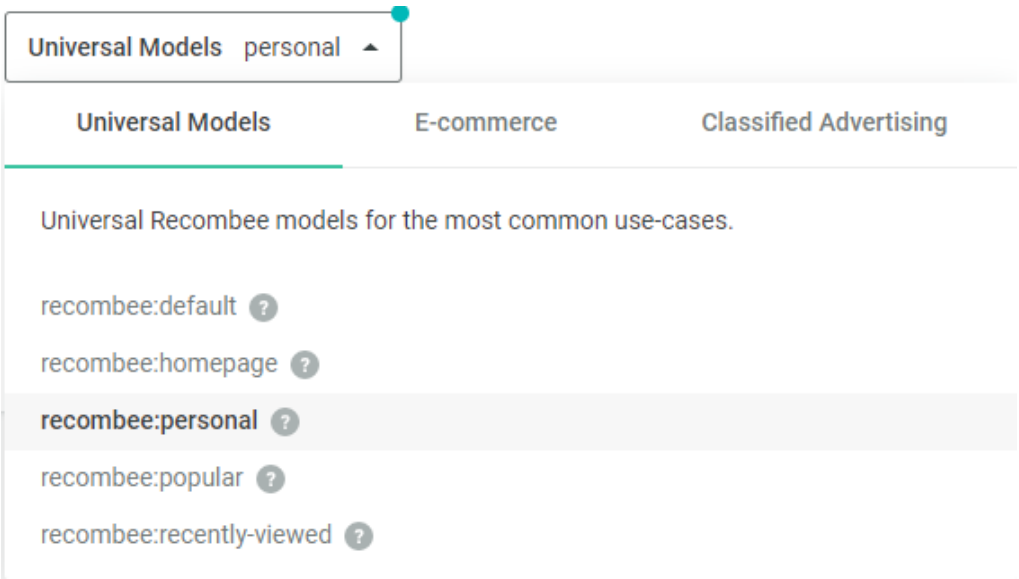


Three-step set-up in our Admin User Interface

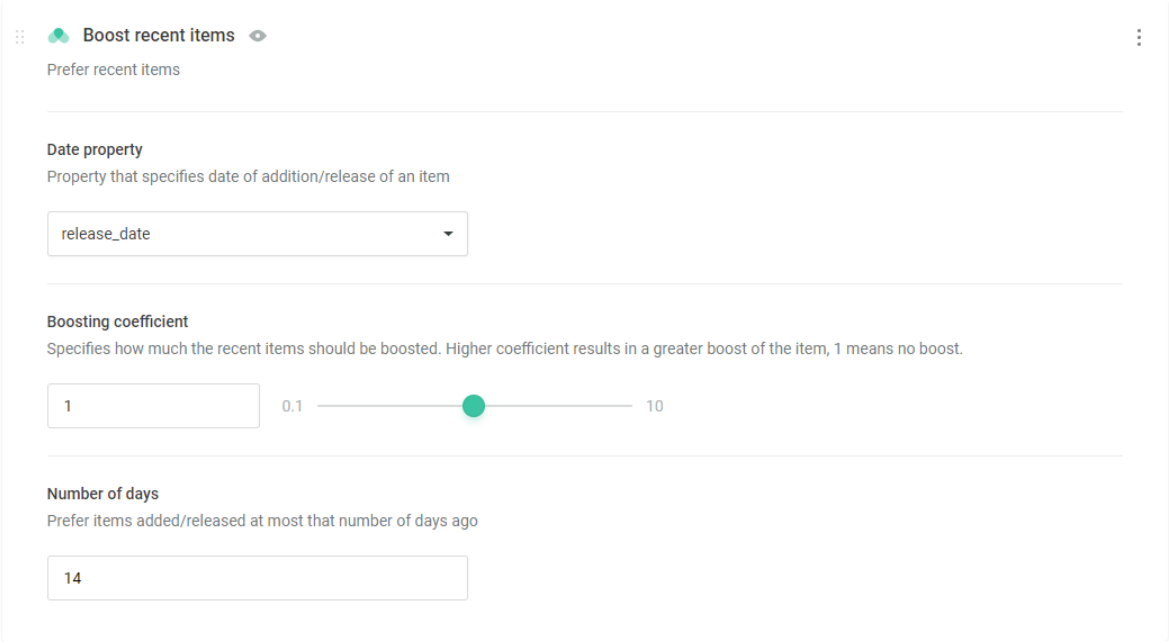
1. **Create scenario**: Name your recommendation scenario. Request as Recommend **Items to User** recommendation in recommendation type.



2. **Set logic to define the behavior of the scenario**: select *recombee:personal* Logic from the Universal Models.

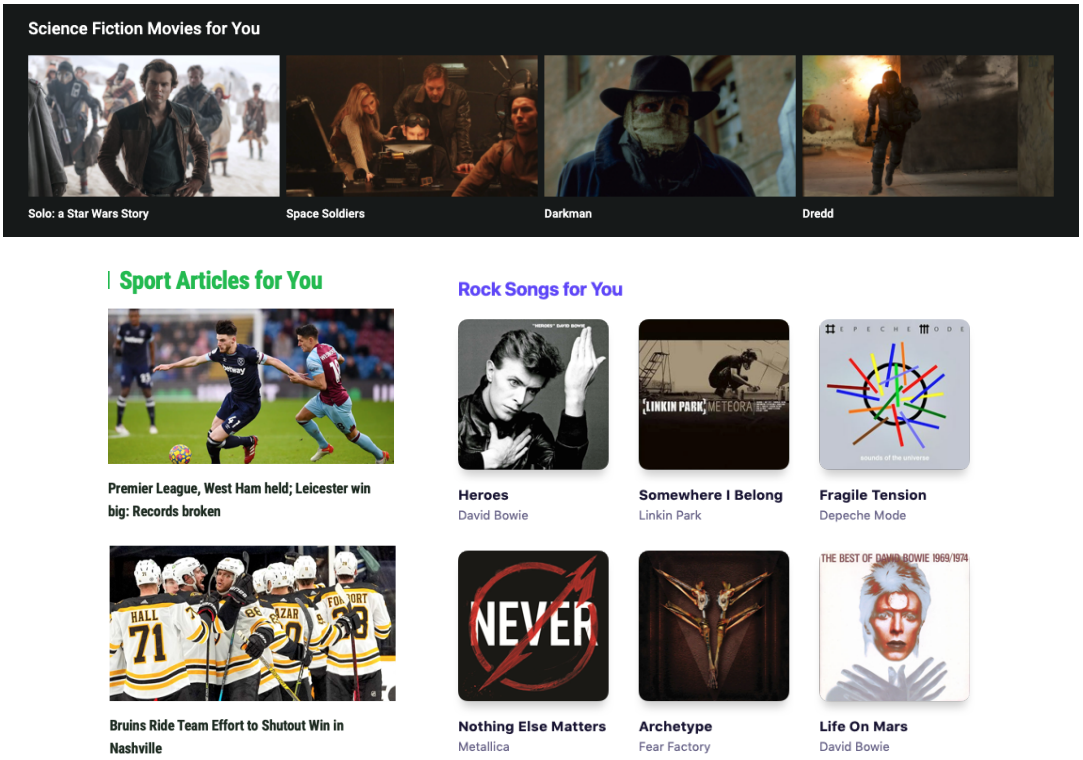


3. **Add booster coefficient to promote certain content**: Click on “Add first Booster” and choose “Boost recent items” from the library. Setting up the boosting coefficient shows the desired content X times more likely than the non-boosted content.



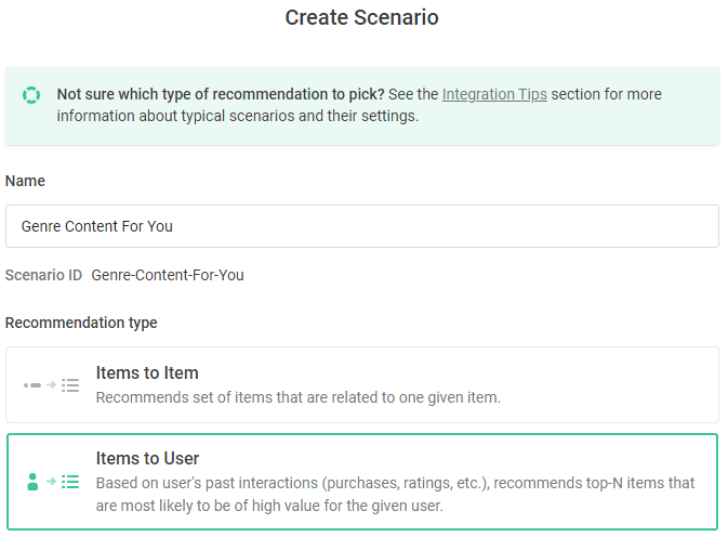
“Same Category/Genre Content” For You

The “Same Category/Genre Content” scenario recommends content (movies, articles, music, etc.) from a category/genre that the user likes based on the user’s previous interactions on the site.

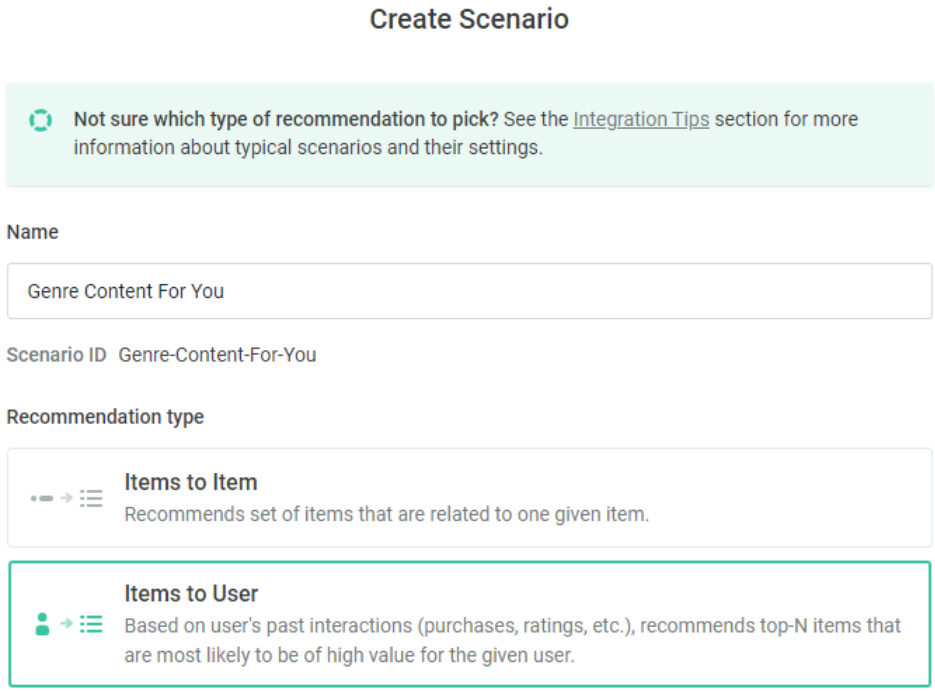


Three-Step Set-up in Admin User Interface

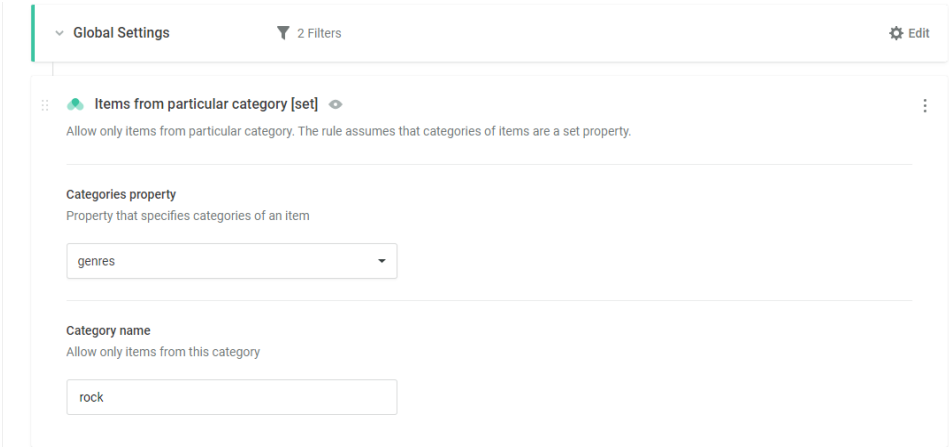
1. **Create scenario:** Name your recommendation scenario. Select **Items to User** in the recommendation type.



2. **Set logic to define the behavior of the scenario**: select *recombee:personal* Logic from the Universal Models.

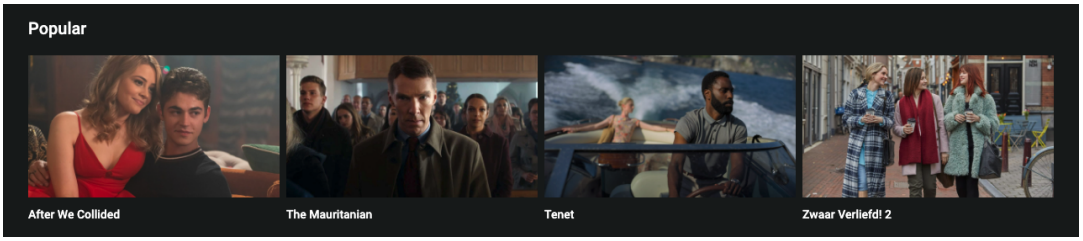


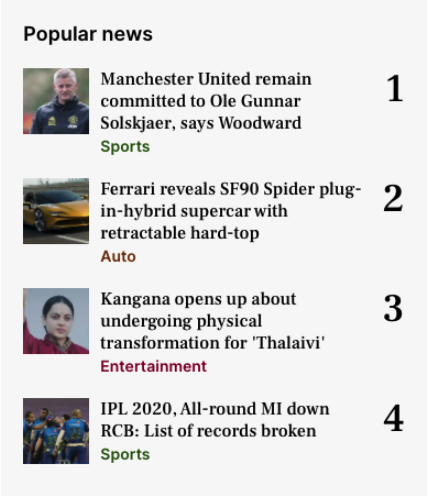
3. **Add a filter parameter to promote the same genre** by clicking on “Add first Filter” and choosing “Items from the same category [set]” from the library.

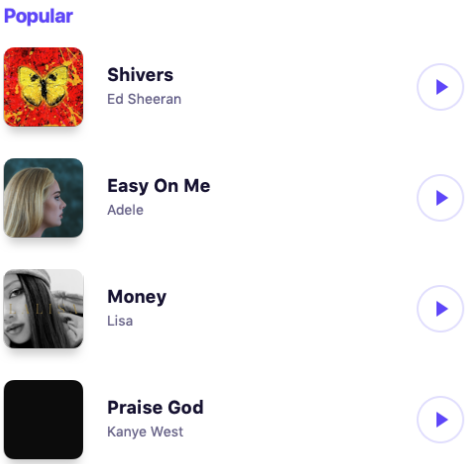


Popular

The “Popular” scenario recommends movies, articles, music, or other content that is long-term popular among the users and the particular user has not seen them yet.

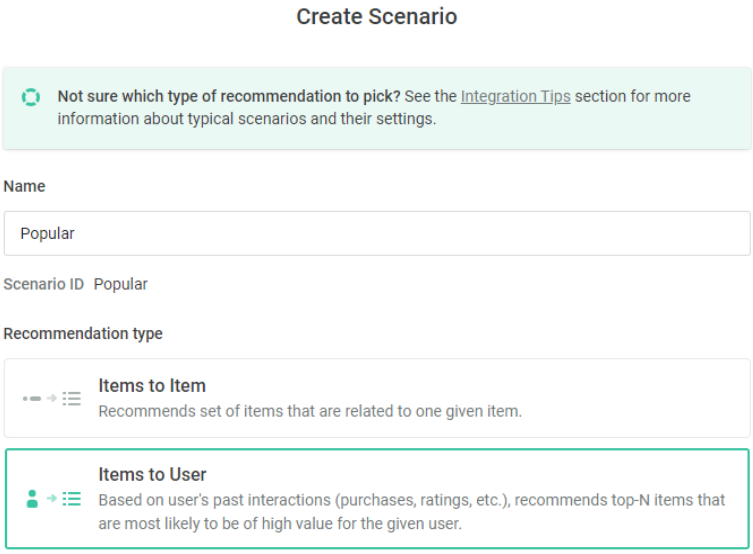




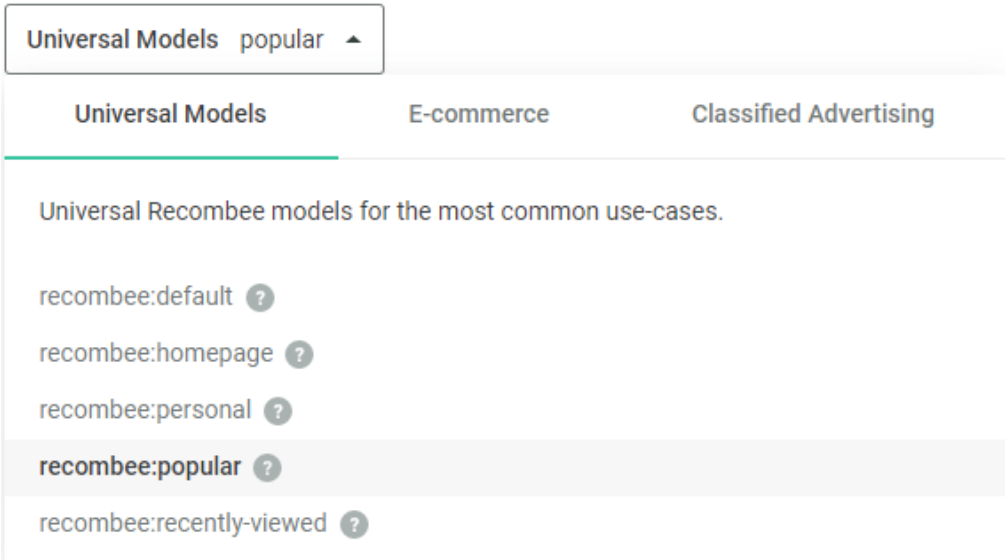


Three-Step Set-up in Admin User Interface

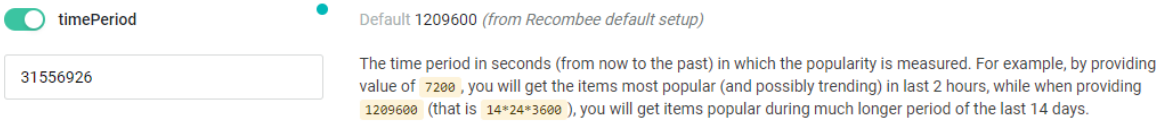
1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.



2. **Set logic to define the behavior of the scenario**: select *recombee:popular* Logic from the Universal Models.



3. **Add timePeriod parameter** to define the time relevance of the popularity of recommended content.

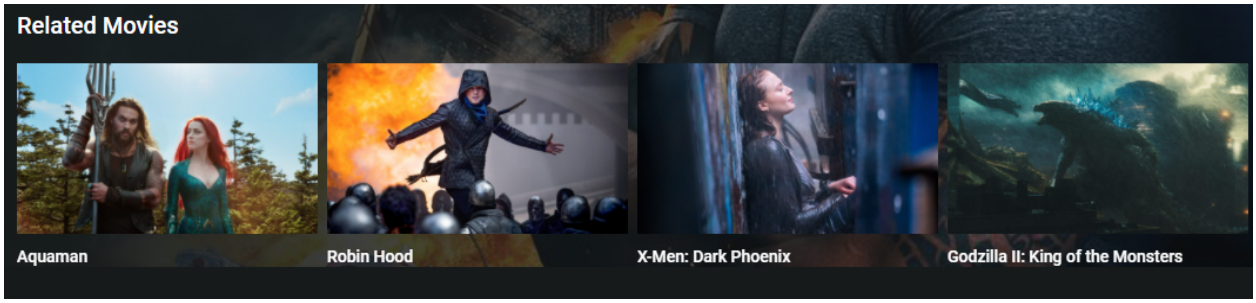


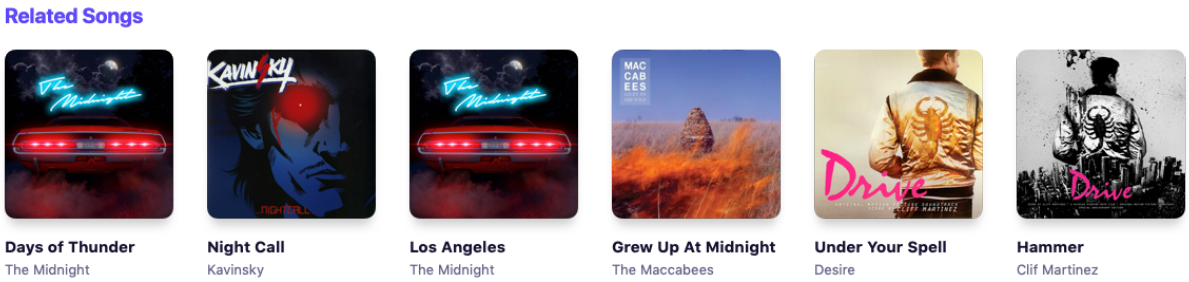
Extra Tip: *We recommend setting the timePeriod parameter to one year. This shows the popular content from the given year.*

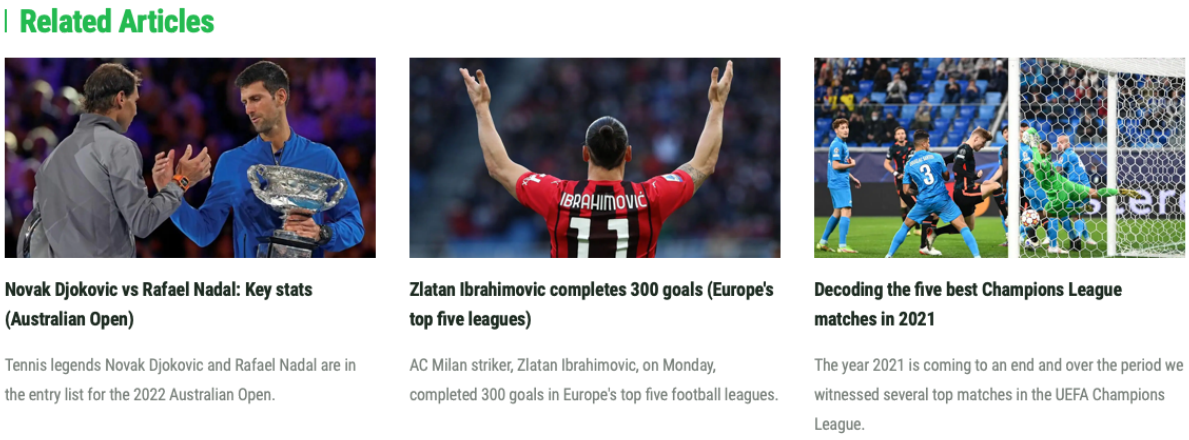
Movie/Article/Song Detail Page

Related Movies/Articles/Songs

The “Related Movies/Articles/Songs” scenario uses a unique ensemble of models to recommend similar content to the currently viewed one based on the similarity in item properties (genre, actors, directors, publisher, artist, etc.).

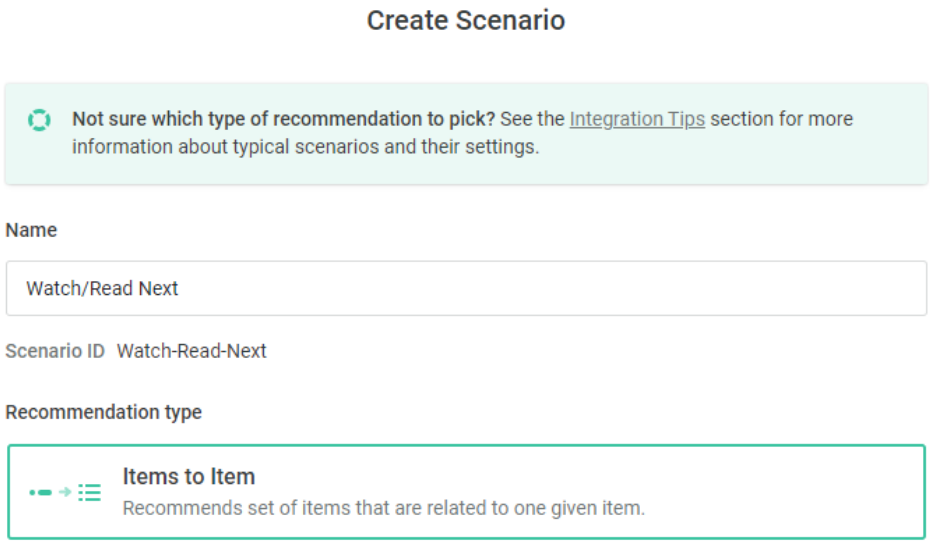




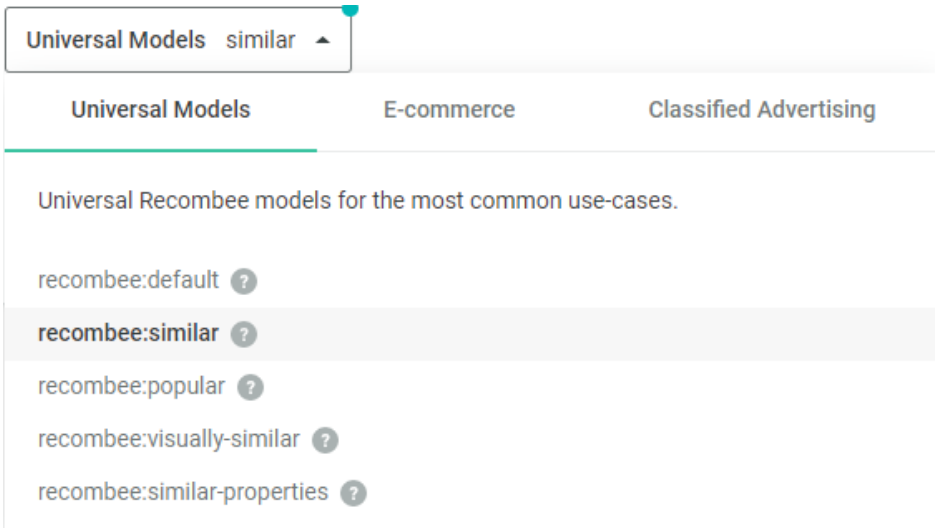


Two-Step Set-up in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select **Items to Item** in the recommendation type.

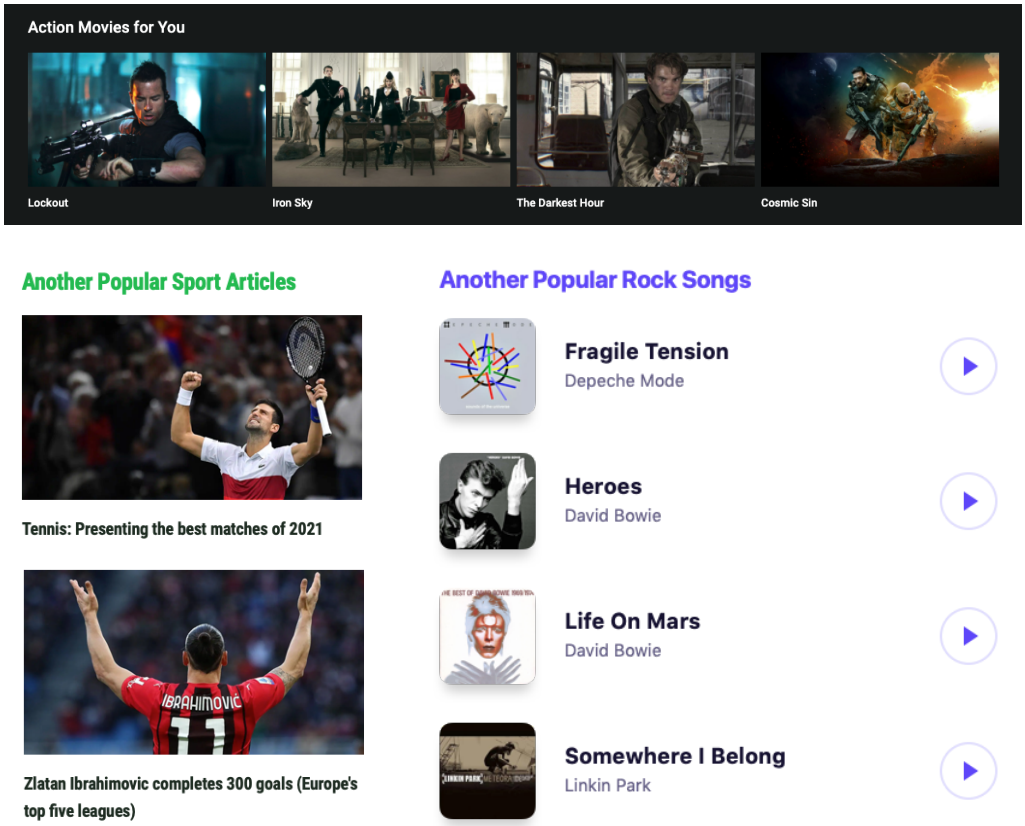


2. **Set logic to define the behavior of the scenario**: select *recombee:similar* Logic from the Universal Models.



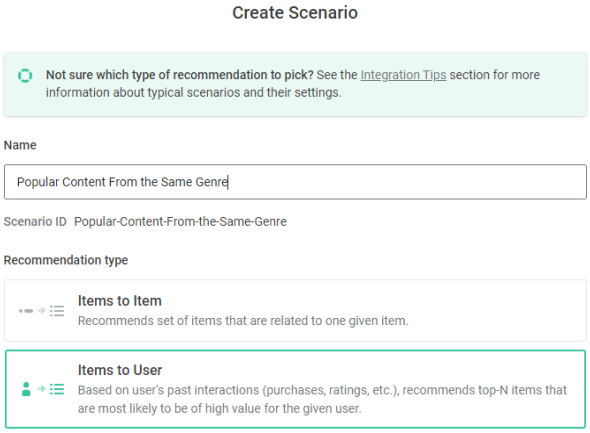
Popular Content From the Same Genre

The “Popular Content From the Same Genre” scenario recommends globally popular content (movies, articles, music, etc.) from the genre of the currently viewed one.

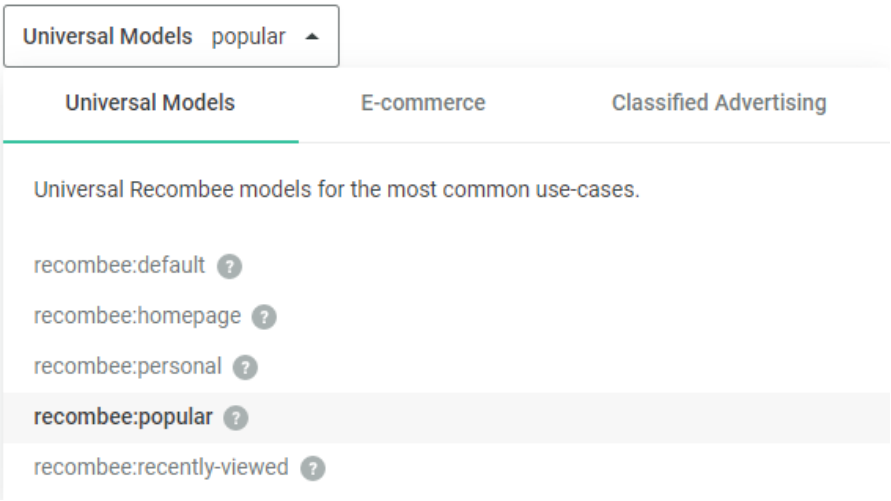


Three-Step Set-up in Admin User Interface

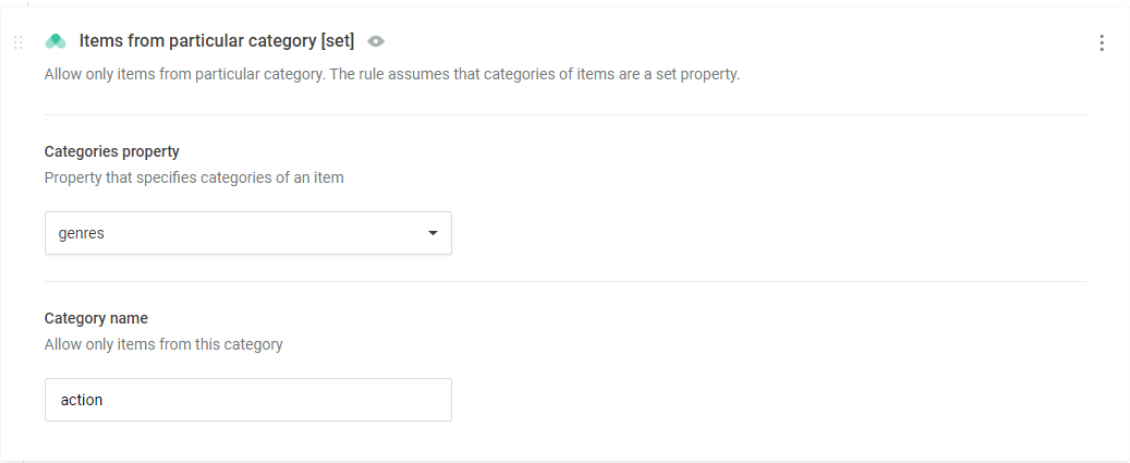
1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.



2. **Set logic to define the behavior of the scenario**: select *recombee:popular* Logic from the Universal Models.



3. **Add a filter parameter to promote the same genre** by clicking on "Add first Filter" and choosing "Items from the same category [set]" from the library.

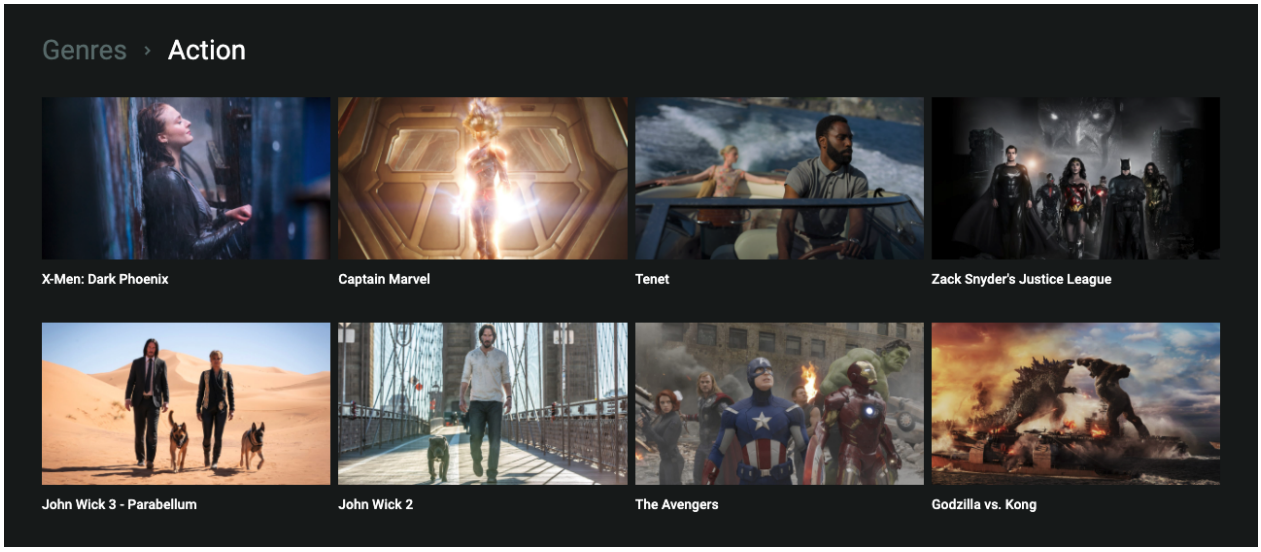


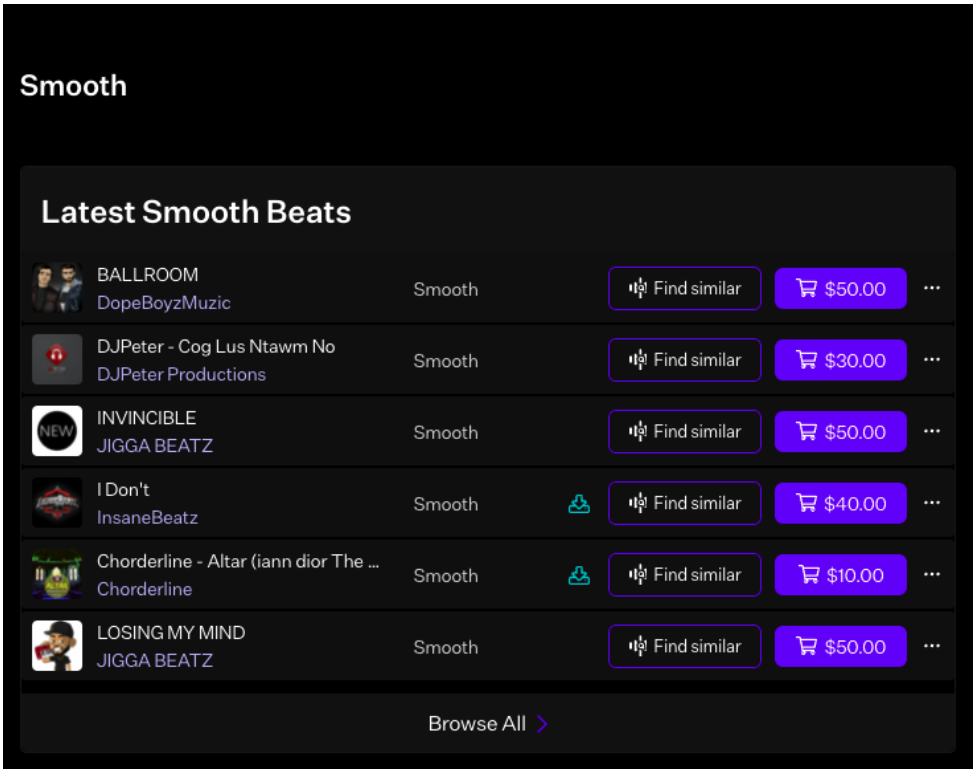
Extra Tip: *You can also request the recently popular (trending) content from the same genre by setting timePeriod parameter of the recombee:popular Logic to e.g. one week.*

Category/Genre Page

Content of a Genre Listing

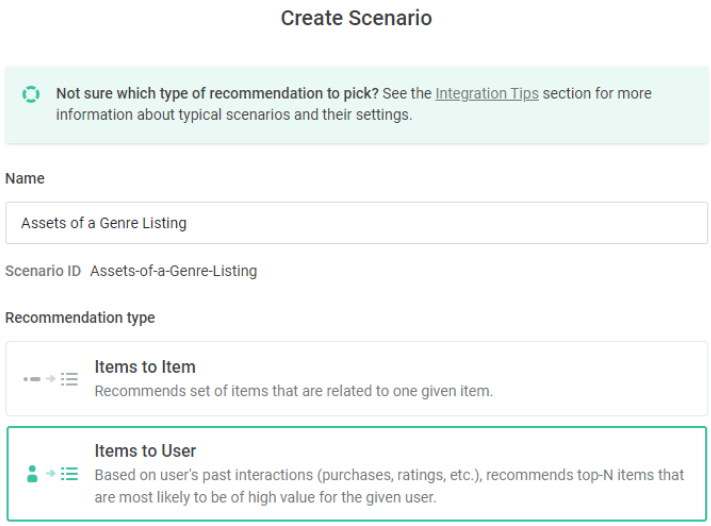
The “Content of a Genre Listing” scenario recommends movies, articles, music, or other content from a particular category or genre. The recommended content is suggested in a personalized order, so the best fits for the user are at the top.



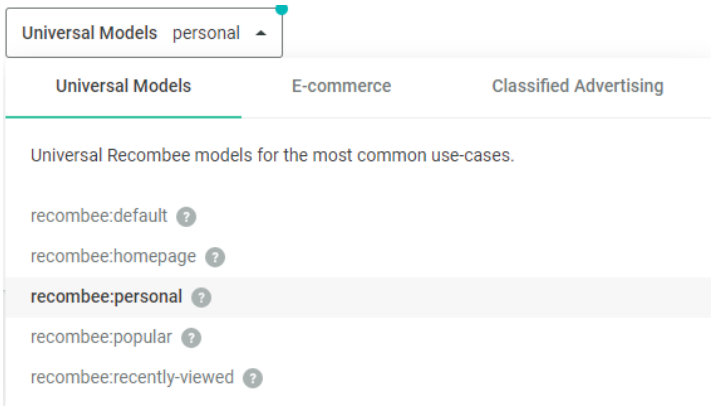


Three-Step Set-up in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select **Items to User** in the recommendation type.



2. **Set logic to define the behavior of the scenario**: select *recombee:personal* Logic from the Universal Models.



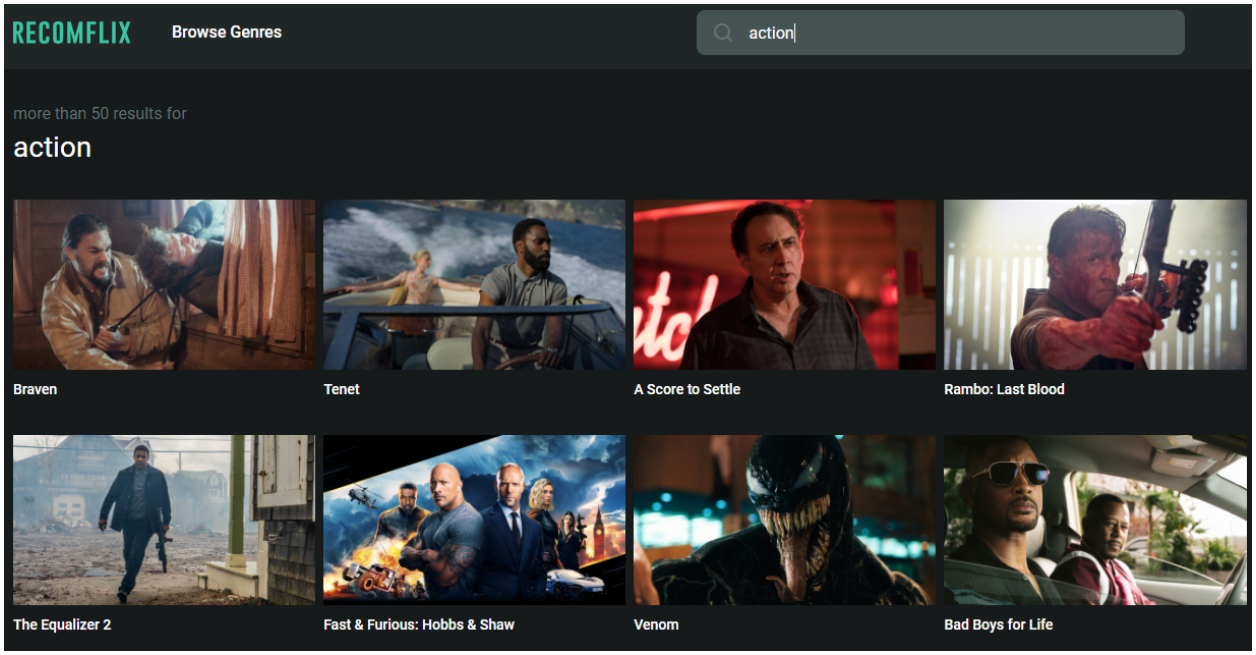
3. Set a filter parameter of the recommendation request to filter for a different genre on each page. This way you can send "documentaries" in 'genres' in the case of the Documentaries page and "drama" in 'genres' in the case of the page with dramas.

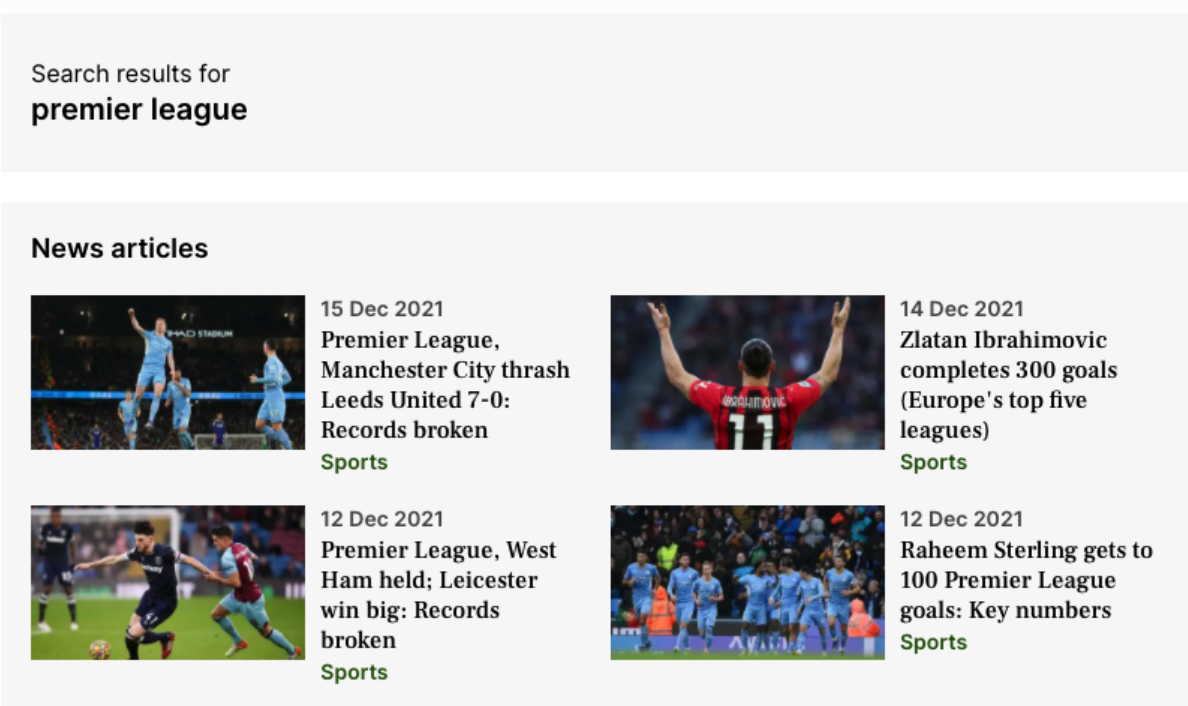
Extra Tip: *If the user scrolls down the page, the next best results are loaded by requesting RecommendNextItems (Infinite Scroll).*

Search

Search Results

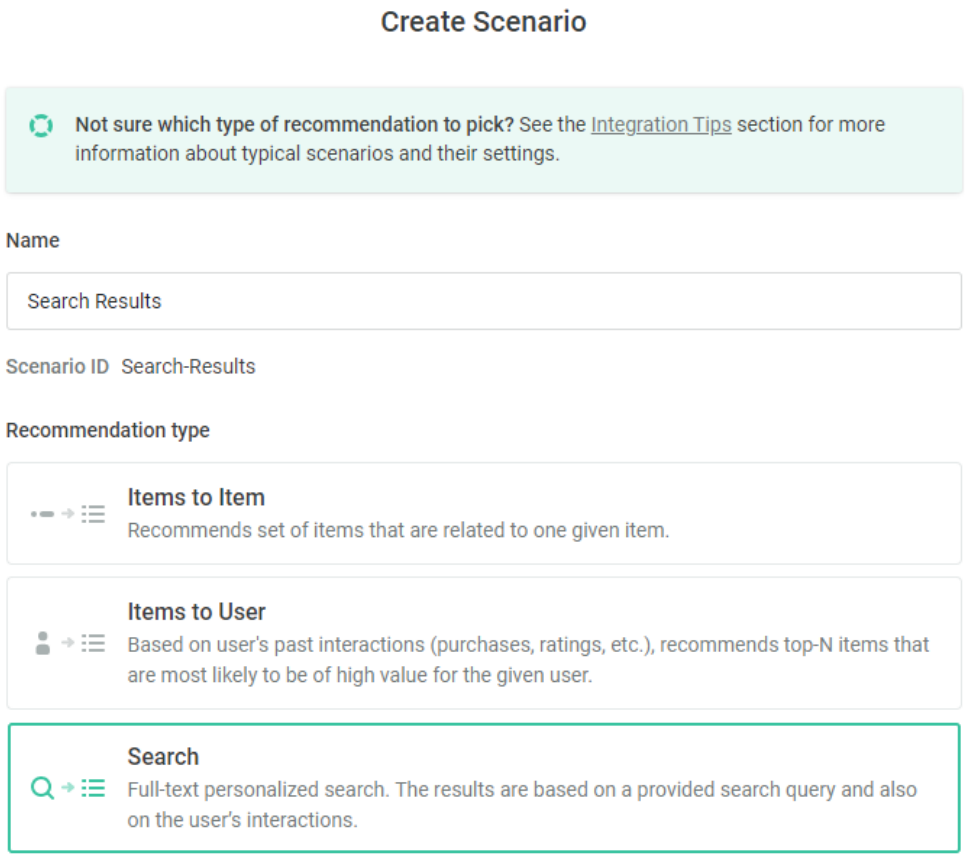
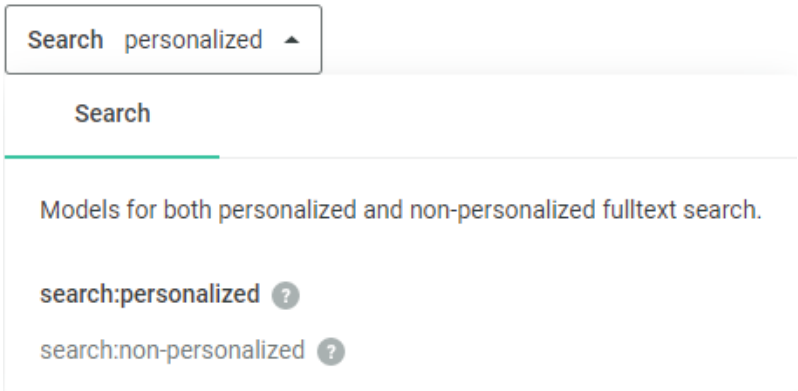
The search can be personalized, so besides the search query, also the user's interaction history on the site is taken into consideration in order to provide the best search matches.





Two-Step Set-up in Admin User Interface

1. **Create scenario:** Name your recommendation scenario and select **Search** in the recommendation type.



2. **Set logic to define the behavior of the scenario**: select *search:personalized* Logic from the Universal Models.